



Business-friendly Solutions

# Smart Connected Solutions for future ready businesses

Connected Service | Oracle CX Suite | Siebel Modernization | Micros | ERP & SCM





ITC Infotech is Oracle's global Platinum Partner across Oracle Cloud CX apps (Sales, Service, Marketing, Loyalty, Commerce, Social, Field service, Mobility), Oracle ERP cloud, BI, big data, and MicroHospitality offerings.

A dedicated "Oracle Industry Solutions COE" powers ITC Infotech's deep B2C/B2B industry expertise, across Retail, Consumer Packaged Goods (CPG), Travel, Hospitality and Transportation. Independent research firm, Forrester Research Inc., has cited ITC Infotech in its report titled "Leading Oracle Services Providers globally".

## Augmented Reality Enabled Connected Service Experience

Oracle's portfolio for Customer Experience (CX) applications is best of breed and is highly recommended by clients. PTC's Thingworx Experience (formerly Vuforia) is the industry's market leader in augmented reality solutions. ITC Infotech's **"Augmented Reality for Connected Service"** solution is built drawing upon our success delivering IoT & CX applications to our clients.

As a strategic Oracle and PTC partner, ITC Infotech's Augmented Reality (AR) solution offers cutting edge benefits, including:

<b>Self Service</b>	Accessing a knowledge base which has FAQ's, manuals and training material in an AR overlay; Guided questionnaire to help resolve maintenance issues
<b>Assisted Service</b>	Interacting with call center agents to help diagnose & fix issues; Order parts to stock or help with current repair
<b>Field Service</b>	Help technicians read and assess IoT data; View past maintenance schedule based on previously recorded incidents, activities and asset information

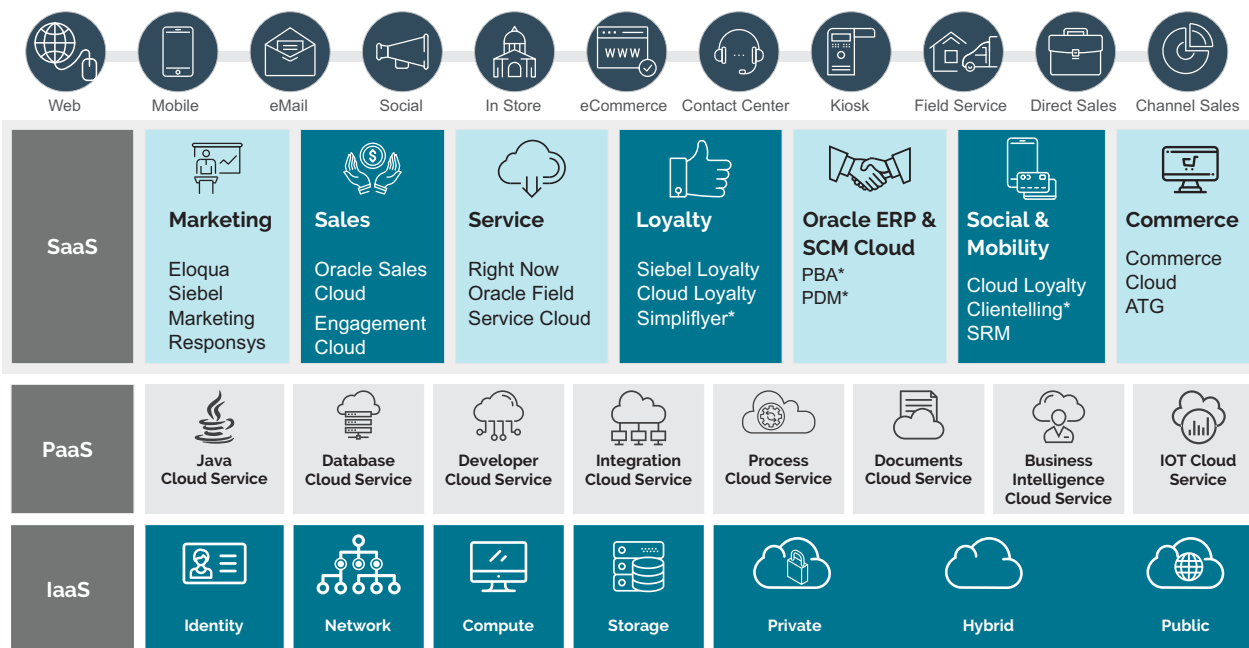
As organizations evolve to service based revenue models, providing excellence in service through all channels become paramount to that goal. Augmented Reality for Connected Service provide tools to help customers, call center agents and field service technicians to engage and drive service excellence.

*Depending on the customer's environment, the Oracle CX Applications referred to here may include Oracle Service Cloud, Oracle Policy Automation, Oracle Field Service Cloud, Oracle IoTCloud, Oracle ERP Cloud, Oracle EBS & Oracle Siebel CRM.*

# Redefine Customer Experience: Your Partner for Oracle Cloud

The customer is being rediscovered, giving rise to the need for a defined and actionable enterprise customer experience strategy that drives a renewed focus on customer acquisition, retention and delight.

Each and every customer interaction delivers a brand experience, and with ITC Infotech's services & solutions for Commerce, Marketing, Loyalty, Sales & Service, you can ensure your most profitable customers stay loyal.



## Modernizing Siebel Could be Simpler than You Thought

### Why Modernize Siebel?

Even though Siebel is not particularly modern, many large Siebel shops still see their Siebel CRM software as just as foundational to their business as their ERP system.

### Modern Siebel Features:

Rip-and-replace is not the only way to modernize Siebel, as modern Siebel provides best of UI/UX (Open UI) which can run on any device, any browser,

provide Mobility in connected or airplane modes, IoT integration, seamless upgrades, and so much more. It also allows mix and-match by integrating Siebel with Cloud Apps thereby allowing you to have best of both worlds. Siebel on Public Cloud allows Siebel to be run as a SaaS application and ITC Infotech provides this service to customers.

## Next-Generation Hospitality Services

ITC Infotech's parent ITC Ltd runs one of the largest and most profitable Green, Luxury Hotel Chain Company in India (<http://www.itchotels.in/>), which means:

- Hospitality runs in our DNA, hence our Domain capability is higher than most IT services companies
- We have world-class cutting-edge solutions already implemented in our hotels, which means lower risk, proven business value, lower overall TCO

- We have been Micros Hospitality services partner for over 10+ yrs. and now Oracle-Micros services partner and have done 1000+ Implementations and 2500+ upgrades

We provide Customer & Guest experience services, ERP Services, Micros Services, BI/Analytics Services and Infrastructure & Helpdesk services to Hospitality customers.

# Driving Operational excellence with Oracle ERP & SCM Cloud

The highest-performing organizations provide team members with technology that enables them to focus on value-added work—involving the development of insights & analysis, collaboration with decision makers and partners and suppliers, and decision evaluation.

Oracle ERP & SCM Cloud (OTM, GTM, Logfire, etc.) offers the industry grade functionality, along with end-to-end finance and supply chain orchestration and providing efficiency and productivity to business users.

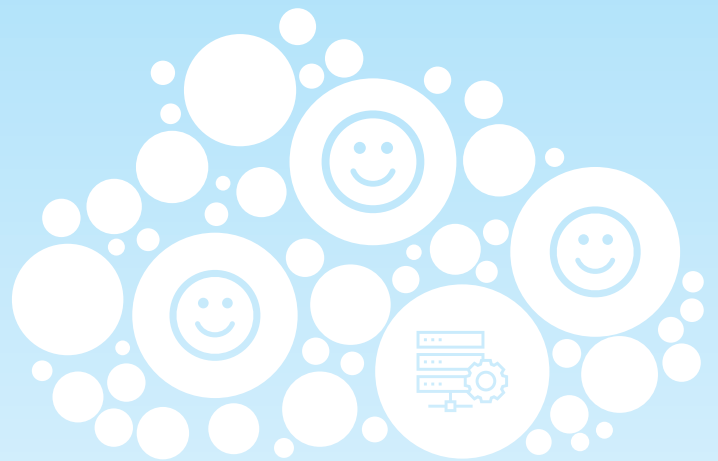
## Success Smiling - Shukran (Landmark Group)

### Landmark Group Optimizes Campaign Velocity with Oracle Marketing Cloud

Oracle Marketing Cloud's product strategy, execution ability, integration capabilities, and simple user interface met our expectations to address rising campaign velocity, variation, and volume. ITC Infotech's implementation services helped us get on track with our campaign management journey.

- **Rajesh Garg – Group CFO, Landmark Group**

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#### About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting.

ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business. The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Healthcare Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Healthcare, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term flexible, trusted and sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.

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